



MORAA December Board Meeting

December 4th, 2019 via GoToMeeting

Members Present: Clint Sartin, Jerry Ellis, Callie Curtis, Linda Campbell, Bud Thomas, Dan Lacy, Sara O'Dell, Matt Mefford

Meeting Called to Order by President, Dan Lacy at 8:02 pm

Secretary Report (Callie Curtis)

- November Meeting Minutes – Approval

- Bud moves to accept the minutes. Jerry seconds. Motion passes

- E-Blast Use Review

- Suggest revising our current rates since RAAA change their rates.
- Mention—some scenarios of how they can use it to entice them to try it.
- Linda moves we lower to \$50 per e-blast. Jerry seconds. Motion passes

Treasurers Report (Sara Odell)

MORAA \$20,738.64 (\$350 credited back if we don't end up with a booth at Kirksville)

- We do not currently have a booth for this weekend at Missouri Livestock Symposium. Their booth spaces filled up in early October. We are on the waiting list.

MOJRAA \$18,329.91

- Review of MORAA Carcass Show Incentives for Missouri State Fair

o Current Incentive

- The Missouri Red Angus Association will award \$500 to the over-all Grand Champion "On-the-Rail" and \$250 for the over-all Reserve Champion "On-The-Rail" if the steer is a registered Red Angus. Additionally, \$500 will be awarded to the top placing and \$250 for the second top placing "On-The-Rail" carcass steers that are registered Red Angus, as well as exhibited by a 4-H or FFA exhibitor.

- Potential Payout = \$1500

o Proposed Incentive

- The Missouri Red Angus Association will award \$500 to the Over-all Grand Champion "On-the-Rail" and \$250 for the over-all Reserve Champion "On-The-Rail" if the steer is a registered Red Angus.

▪ Potential Payouts

- \$750 (5% chance of occurrence)
- \$500 (10% chance of occurrence)
- \$250 (15% chance of occurrence)



o Other Proposed Options

Clint proposed- \$500 to top placing Red Angus carcass steer (must be 4-H or FFA member)

Bud give the top placing Red Angus steer \$400 and if it happens to be the champion overall give an extra \$100 for a total of \$500.

Jerry thinks that we need to do a better job promoting what we are sponsoring and the success no matter what we decide.

Linda \$250 to the Top Red Angus \$100 to the 2nd place Red Angus, if they happen to go on and be Grand or Reserve, they have a chance to double their money.

- Bud moves to pay the Champion On-Rail steer \$500 (if it is 85% Red in Color, No black hided or black animals Registered Red Angus 50% or more). Matt seconds. Motion passes

- Trade Show Activity & Support (Ray Paslawski)

o Upcoming

- Kirksville Livestock Symposium
 - Currently on the waiting list, may not have a booth

- Upcoming Publication Features & Ads (Ray Paslawski)

o February

- The Midwest Cattleman's Special RA Edition

Encourage breeders & members put ads in this Edition

- Upcoming Events

o Feeder Calf Sales

- Farmington, MO – December 4th, 2019
- Cuba, MO – February 4th, 2019 (Tentative)
- Deerfield Cattle Co – January, 2020

- Report on Recent Events

o Feeder Calf Sales

- Fort Scott Livestock Market, Ft Scott, KS – November 16th, 2019

300 calves

o Special RA Female Sale

- Kingsville Show Me Select—Not a very successful sale



9:30 PM - General Discussion

Linda—Do we keep the same image as last year's catalog cover and rework the layout of the cover and keep the general look or do you want a new look for each year.

Jerry—picture is great. Text is hard to read in red from last years cover. Consistency can be good.

- Quality seems to matter on some of these sales. Hopes we can continue to have quality at the sale. Will we still have quality bulls this late in the year. Consider a separate bull sale earlier in the year in the future.

Dan—continue using our basic ad concept up to our sale. Linda you create your catalog the way you want it to look, but the following years ad campaign will go off the catalog cover design.

Bud--likes the concept of keeping the same look but make it a little cleaner to read.

Sara—likes the consistency but needs to pop a little bit more. Easier to read.

Matt—likes the sunburst on the page.

Linda is going to see if we can switch the cow/calf out and leave the sunburst and find a new picture.

- Is a \$2,000 floor ok, or too low?

Who's up for election:

- President, Treasurer, SW & SE directors, At Large Director—If anyone is not wanting to run again let Dan know.
- Find new junior advisors—Clint & Veronica are wanting to step down.

9:50 PM Adjourn—Dan moves to adjourn. Matt seconds. Meeting adjourned at 9:40 pm

MORAA Board of Directors

Dan Lacy: President

Bud Thomas: Vice-President

Callie Curtis: Secretary

Sara O'Dell: Treasurer

Ray Paslawski: Director At Large

Linda Campbell: SW Director

Micah Bristow: SE Director

Jerry Ellis: NW Director

Matt Mefford: NE

Director Steven Rogers: Ex-Officio (Education)

Committee Chairpersons

Junior Committee – Clint Sartin

Sale Committee – Linda Campbell

Education – Stephanie Smith

Membership – Callie Curtis

Marketing – Ray Paslawski